

# AD-MAD

Vortex 7.0 presents ADMAD- “ an advertisement making competition”. This is a platform for students to showcase their creativity in Marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements. It comprises of humorous and conceptual ad presentation by the students. Students will film on various advertisement script and ideas based on the topic given to them.

## Video - making competition

Round 1: Teams will have to make an ad film on any one of the given 2 products.

The teams will be filtered and the top ones will contest in the second round.

Deadline for submission of video AD - **7<sup>th</sup> October.**

Round 2: Teams will have to make an ad film on the product which will be disclosed on **9<sup>th</sup> October.**

Deadline for submission of video AD - **11<sup>th</sup> October (before the event)**

The teams must send their print AD entries to [vortexadmad@gmail.com](mailto:vortexadmad@gmail.com).

The selection criteria to next round would be Creativity ,Content and how effectively the product has been marketed.

### Rules:

1. The teams should consist of 3 to 6 members.
2. The time frame for making the videos should be strictly followed.
3. The videos are to be sent on time. Late entries will not be accepted
4. Use of Foul and NSFW language, content or reference is strictly not permitted and will lead to disqualification.
5. In case of any dispute the organisers will have the final say.

Note: the judging panel reserves the right to disqualify the participant team if any of the rules given are breached by any participant. It is the responsibility of the participants to keep themselves updated.



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**For any queries , Contact :**

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